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CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date:

22 August 2005

By:

Laurie A. Torres



Mail Stop RCE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In Re: Patent Application of Charles A. Eldering**

Conf. No.: 6478 : Group Art Unit: 2611  
Appln. No.: 09/748,942 : Examiner: Lambrecht, Christopher M.  
Filing Date: 27 DECEMBER 2000 : Att'y. Docket No.: T721-15  
Title: Advertisement Distribution System For Distributing Targeted Advertisements In Television Systems

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AFTER FINAL REQUEST FOR CONTINUED EXAMINATION UNDER 37.C.F.R.1.114**

This is a request under 37 CFR 1.114 for continued examination (RCE) of the above identified application in response to the Final Office Action dated April 22, 2005. Enclosed are the following in support of the RCE under C.F.R. 1.114:

- ☒ An Amendment/Request for Reconsideration.
- ☒ A Petition for Extension of Time (one month) to 8/22/2005 for the pending application.
- ☒ An Information Disclosure Statement and PTO/SB/08A

The following fees are enclosed:

08/30/2005 SDENBOB1 00000086 501535 09748942

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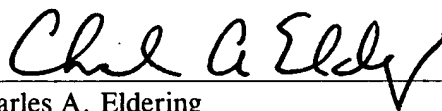
- ☒ RCE fee of \$790.00 required under 37 C.F.R. 1.17(e)
- ☒ Extension of Time fee in the amount of \$120.00

					SMALL ENTITY		LARGE ENTITY	
	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NO. PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDIT. FEE	RATE	ADDIT. FEE
TOTAL	20	(-)	Or 20	1	x 25		x 50	
INDEP.	3	(-)	Or 3	0	x100		x200	
[ ] 1 <sup>st</sup> PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					+\$140		+\$280	
					TOTAL		TOTAL	

☒ The Commissioner is hereby authorized to charge and/or credit Deposit Account No. 501535 as noted below. A duplicate of this sheet is enclosed.

- ☒ Any overpayments or deficiencies in the above calculated fee(s).
- ☒ RCE fee in the amount of \$790.00.
- ☒ Extension fee in the amount of \$120.00.
- ☒ Any additional fees required under 37 C.F.R. §§ 1.16 or 1.17.
- ☒ In the event that a Petition for Extension of Time is required, but not enclosed, please charge any extension fee under 37 C.F.R. § 1.136(a) to the Deposit Account noted above.

**CORRESPONDENCE ADDRESS**

  
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 Technology, Patents and Licensing Inc.  
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 (215) 766-2100

Date: Aug 22, 2005

**CUSTOMER NUMBER: 27832**

Application No. 09/748,942  
Reply to Office Action of April 22, 2005

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Date: 22 August 2005

By: Laurie A. Torres  
Laurie A. Torres



**Mail Stop RCE**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Charles A. Eldering**

Conf. No.: 6478 : Group Art Unit: 2611  
Appln. No.: 09/748,942 : Examiner: Lambrecht, Christopher M.  
Filing Date: 12/27/2000 : Att'y. Docket No.: T721-15

Title: ADVERTISEMENT DISTRIBUTION SYSTEM FOR DISTRIBUTING  
TARGETED ADVERTISEMENTS IN TELEVISION SYSTEMS

**AMENDMENT ACCOMPANYING RCE**

This Paper is in response to the Final Office Action dated April 22, 2005, and is being timely filed by virtue of the accompanying Petition for Extension of Time (one-month), which extends the period available for reply to and including August 22, 2005. A Request for Continued Examination ("RCE") under 37 C.F.R. §1.114 is being filed herewith.

Please amend the above-identified patent application, without prejudice, as follows: